



GUIDELINES FOR SPONSORED EMAILS

BEST PRACTICES

- Most impactful messaging is geared towards our industry and members. Tailor messaging specifically to the MPI audience to increase your engagement.
- Use an active voice with action-oriented copy. Write copy that is concise and can be scanned quickly with a clear call to action.



- MPI audience responds best to more organic content and imagery that does not use busy or cluttered graphics; photos with people naturally attract more engagement. Images should be aligned with [MPI brand guidelines](#) and avoid overly edited and text-heavy formats.
- Emails should not include too many differing links. Instead, use only one or two links to avoid derailing the audience from the call to action.

GREAT EXAMPLE:

(email from 9/9/22 "Maximize Meetings with Delta")

The screenshot shows a promotional email from Delta. At the top, the Delta logo is displayed with the tagline "KEEP CLIMBING". Below the logo is a photograph of a woman in a blue dress sitting at a conference table, smiling and gesturing. To her right, other people are visible, though slightly out of focus. The text below the photo reads: "TAKE YOUR VALUE FURTHER WITH INDUSTRY-LEADING MEETING PRODUCTS. With Delta, you can make the most of every meeting — whether you're planning a conference, organizing an international convention or hosting a non-profit event. Get to know Delta's meeting options to maximize your value today."

This example uses a clean graphic that clearly caters to meeting and events as well as body copy unique to our audience.

SPECS AND CADENCE

- Sponsored content will be shared on Tuesdays, Saturdays, and Sundays unless a sponsor has purchased for primetime deployment.
- Full copy must be included in submission as well as any photos formatted in correct dimensions (see below)
- Images should be sized at 660 px wide, and 400 px tall minimum; 660 px tall maximum
- **Sponsored content will be delayed if all assets and copy are not approved two days before the scheduled deployment date.**

*All assets reviewed can be subject to request for resubmission if not in keeping with MPI brand guidelines.